
WELCOME TO THE DESIGN ACADEMY OF FASHION

Thank you for your interest shown in The Design Academy of Fashion.

Enclosed please find information on the course that we offer, with the 2011 fee structure.

Tuition terms are attached and lectures run from 9am - 4pm Monday to Thursday and 9am - 2pm on a Friday.
The first term starts on January 24th 2011.

EXTRAS REQUIRED:

Sewing machine (We recommend the Bernette 66 which can be purchased from Bernina): approximately R3500;
An overlocker (We recommend the Bernina 800 DL which can be purchased from Bernina): approximately R7700;
Pattern making equipment: approximately R1000;
Art kit: approximately R1000;
Recommended text books: approximately R1080;
Fabrics for your designs: approximately R310 per month (including mock ups);
All cardboard and pattern making paper is provided by the Academy.

Visit the DAF website at www.daf-academy.co.za

Below are some career options available to graduates of the Academy.

| | |
|------------------|-----------------------------|
| Designer | Buyer |
| Merchandiser | Planner |
| Stylist | Fashion Editor |
| Costume Designer | Wardrobes for Film industry |

Should you wish to enrol at DAF but require an interview, kindly telephone, +27 21 4489379 to arrange one.

Sincerely



Bianca Fobian
Managing Director

POSTAL ADDRESS
PO BOX 13390
MOWBRAY
7705

DESIGN ACADEMY OF FASHION: Tuition Terms 2011

| TERMS | TERM STARTS | TERM ENDS |
|----------------------|--------------------------|----------------------------|
| 1 st TERM | January 24 th | March 25 th |
| 2 nd TERM | April 25 th | June 24 th |
| 3 rd TERM | July 18 th | September 23 rd |
| 4 th TERM | Oct 10 th | December 9 th |

FEE STRUCTURE: Level one, two and three fees for 2011

| | 1st Year | 2nd Year | 3rd Year |
|--------------------|----------------|----------------|----------------|
| Registration Fee | R2 800 | R2 800 | *R2 800 |
| Tuition Fees | R41 019 | R39 558 | R42196 |
| Resource Levy | R700 | R700 | R700 |
| Access key deposit | R20 | | |
| Text books | R1200 | | |
| | | | |
| Total | R45 799 | R43 058 | R45 696 |

* Students who registered for first year at DAF in 2009 paid a once off registration fee and will not have to pay this amount. The total amount for these students will therefore be R42 896

DESIGN ACADEMY OF FASHION: Diploma in Fashion
COURSES:

| Course | Course code | Credits | Price | X |
|----------------------------------|-------------|------------|---------------|---|
| Fashion Design 1 | FD01 | 20 | R7260 | |
| Illustration & Colour Theory 1 | ICT01 | 15 | R5445 | |
| Computer Illustration & Design 1 | CID01 | 4 | R1452 | |
| Technical Drawing 1 | TD01 | 10 | R3630 | |
| Patternmaking 1 | PM01 | 20 | R7260 | |
| Garment Construction 1 | GC01 | 20 | R7620 | |
| Marketing & Advertising 1 | MA01 | 5 | R1815 | |
| Retail Planning & Buying 1 | RPB01 | 10 | R3630 | |
| Theory of Design 1 | THD01 | 3 | R1089 | |
| Textile Studies 1 | TS01 | 3 | R1089 | |
| History of Costume 1 | HC01 | 3 | R1089 | |
| Total | | 113 | R41019 | |

DESIGN ACADEMY OF FASHION: Diploma in Fashion
Level Two:
COURSES:

| Course | Course code | Credits | Price | X |
|--------------------------------------|-------------|------------|---------------|---|
| Fashion Design & Technical Drawing 2 | FD02 | 25 | R8675 | |
| Illustration & Colour Theory 2 | ICT02 | 15 | R5205 | |
| Computer Illustration & Design 2 | CID02 | 8 | R2776 | |
| Patternmaking 2 | PM02 | 25 | R8675 | |
| Garment Construction 2 | PM01 | 25 | R8675 | |
| Grading 1 | G01 | 5 | R1735 | |
| Marketing & Advertising 2 | MA02 | 5 | R1735 | |
| Fashion Forecasting & Trend 1 | FFT01 | 3 | R1041 | |
| History of Costume 2 | HC02 | 3 | R1041 | |
| Total | | 114 | R39558 | |

DESIGN ACADEMY OF FASHION: Diploma in Fashion

Level Three:

COURSES:

| Course | Course code | Credits | Price | X |
|--------------------------------------|-------------|---------|--------|---|
| Fashion Design & Technical Drawing 3 | FD03 | 26 | R9240 | |
| Computer Illustration & Design 3 | CID03 | 14.4 | R4004 | |
| Patternmaking 3 | PM03 | 29.2 | R9240 | |
| Garment Construction 3 | GC03 | 27.2 | R10780 | |
| Grading 2 | G02 | 7.6 | R1540 | |
| Fashion Forecasting & Trend 2 | FFT02 | 5.2 | R1232 | |
| Life Skills 1 | LS01 | 1.6 | R616 | |
| Experiential Learning 1 | EL01 | 9 | R2772 | |
| History of Fashion 2 | HF02 | 3.6 | R1232 | |
| Micro business Management 1 | MBM01 | 5.2 | R1540 | |
| Total | | 139 | R42196 | |

DESIGN ACADEMY OF FASHION: Portfolio Requirements - 2011

Together with your Application form, please submit a Portfolio as follows:

1. Essay: The information in your essay is reflective of your character and your style of writing, therefore you will need to include your background, passions and your future goals.
2. A3 size storyboard consisting of three designs that form a range. Please note as there are no specific requirements for your storyboard, additions such as fabric swatches and a mood board will add to the overall presentation.
3. Certified copy of your senior certificate. If you are still in grade 12 you must submit your grade 11 results as well as your most recent grade 12 results.
4. Testimonial and/or references
5. Certified copy of ID or Passport.
6. Any other work you might wish to include that will add to the overall standard of your portfolio.

NB: Portfolios are reviewed on a regular basis and enrolments are taken until each course is full. There is no strict deadline for applicants, but we recommend that students apply as early as possible, ideally by the end of October.

Postal Applications must be sent to: Bianca Fobian
P.O. Box 13390
Mowbray
Cape Town
7705

DESIGN ACADEMY OF FASHION: Enrolment Form - 2011

| | | | | | | | |
|--------------------------------------|--|--|--|--|--|--|--|
| Student number (for office use only) | | | | | | | |
|--------------------------------------|--|--|--|--|--|--|--|

Please fill out application form in full and submit with your portfolio:

SECTION A - Personal Details:

| | |
|---------------------|--|
| Title e.g. Mr, Mrs | |
| First Name | |
| Surname | |
| Residential address | |
| Code | |
| Postal address | |
| Code | |
| Phone no. | |
| Cell no. | |
| Email | |
| ID no. | |

| Year of study | Full time | Part time |
|----------------------|-----------|-----------|
| 1 st Year | | |
| 2 nd Year | | |
| 3 rd Year | | |
| | | |

| | | | | |
|--------|------|--|--------|--|
| Gender | Male | | Female | |
| | | | | |

| | | | | | | | | |
|--------------|-------|--|----------|--|--------|--|-------|--|
| Ethnic Group | Black | | Coloured | | Indian | | White | |
|--------------|-------|--|----------|--|--------|--|-------|--|

(For Statistical Purposes only)

| | |
|--------------------|--|
| Home Language | |
| Preferred Language | |

| | |
|-------------------|--|
| Country of Origin | |
| Passport Number | |

| Where did you hear about the Design Academy of Fashion? | | | |
|---|--|----------|--|
| Search Engine | | Friend | |
| School | | Facebook | |
| Other (specify) | | | |

Are you currently?

| | | | |
|-------------------|--|---------|--|
| Tertiary Student | | Working | |
| Secondary Student | | Other | |

SECTION B - Educational Details:

| | |
|---------------------------|--|
| High School Qualification | |
|---------------------------|--|

| | |
|-----------------------|--|
| Year of Grade 12 Exam | |
|-----------------------|--|

| | | | | | | |
|-------------------|----------------|--|--------------|--|----------------|--|
| Results Submitted | Final Grade 11 | | Mid Grade 12 | | Final Grade 12 | |
|-------------------|----------------|--|--------------|--|----------------|--|

| Subject | Grade (HG/SG) | Symbol |
|---------|---------------|--------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

| | |
|---------------------------|--|
| Tertiary Education | |
|---------------------------|--|

| | |
|-----------------------------------|--|
| Year of first registration | |
| Year of last registration | |

| | |
|----------------------------|--|
| Name of Institution | |
|----------------------------|--|

| | | |
|--------------------------------|------------|-----------|
| Qualification Completed | YES | NO |
|--------------------------------|------------|-----------|

| Subject | Mark | Year Passed |
|---------|------|-------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

SECTION C - Disabilities:

| | | | |
|----------------------------|--|--------------------------------------|--|
| Sight | | Intellectual | |
| Hearing | | Emotional | |
| Communication | | Multiple | |
| Physical | | Specify learning difficulties | |
| Use of a wheelchair | | Other | |

SECTION D - To be completed by the person who will be responsible for the payment of all tuition fees:

| | |
|-------------------------|--|
| Title e.g. Mr, Mrs | |
| First Name | |
| Surname | |
| Relationship to Student | |
| Residential address | |
| Code | |
| Postal address | |
| Code | |
| Phone no. | |
| Cell no. | |
| Email | |
| ID no. | |

SECTION E - Options for payment of fees:

| | | |
|----|---|--|
| 1. | Full amount less 5% in January | |
| 2. | Twice yearly payment = January and July | |
| 3. | Four payments = per term | |

Signature of Applicant:.....

Date:.....

Signature of Parent/Legal Guardian:.....
(if under the age of 21)

Date:.....

NB: Please Intial every page of the enrolment form on the bottom right had corner. If you are under the age of 21 then the parent/legal Guardian must also intial each page)

CHECKLIST

| | |
|---|--|
| I have made sure that I meet the minimum requirements for the course. (see admission requirements in the prospectus) | |
| I have included a certified copy of my ID book or passport | |
| I have filled in all sections of the enrolment form | |
| I have obtained my parents/legal guardians signature (only if you are under 21) | |
| I have included a certified copy of either my Senior certificate or my last school results | |
| I have initialed all pages of the enrolment form on the bottom right hand corner | |
| I have included an essay in my portfolio | |
| I have included a storyboard in my portfolio | |